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12/28/01



JCS92 U.S. PTO

JCS97 U.S. PTO

10/035345



12/28/01

**UTILITY PATENT APPLICATION TRANSMITTAL**  
(Only for new nonprovisional applications under 37 CFR 1.53(b))

Docket No. : 42090/FLC/E329  
Inventor(s) : Ruben Hernandez  
Title : METHOD AND APPARATUS FOR IN-STORE MEDIA ADVERTISING  
Express Mail Label No. : EL 914618172 US

**ADDRESS TO:** Assistant Commissioner for Patents  
Box Patent Application  
Washington, D.C. 20231

Date: December 28, 2001

1. ☒ **FEE TRANSMITTAL FORM** (Submit an original, and a duplicate for fee processing).

2. **IF A CONTINUING APPLICATION**

\_\_\_ This application is a \_\_\_ of patent application No. .

Prior application information: Examiner ; Group Art Unit:

☒ This application claims priority pursuant to 35 U.S.C. §119(e) and 37 CFR §1.78(a)(4), to provisional Application Nos. 60/258,779, filed December 28, 2000, and 60/280,957 filed April 2, 2001.

3. **APPLICATION COMPRISED OF**

**Specification**

19 Specification, claims and Abstract (total pages)

**Drawings**

9 Sheets of formal drawing(s) (FIGS. 1 to 9)

**Declaration and Power of Attorney**

\_\_\_ Newly executed

☒ Unexecuted declaration

\_\_\_ Copy from a prior application (37 CFR 1.63(d))(for continuation and divisional)

4. \_\_\_ **Microfiche Computer Program** (Appendix)

5. \_\_\_ **Nucleotide and/or Amino Acid Sequence Submission** (if applicable, all necessary)

\_\_\_ Computer Readable Copy

\_\_\_ Paper Copy (identical to computer copy)

\_\_\_ Statement verifying identity of above copies

6. **APPLICANT(S) STATUS UNDER 37 CFR § 1.27**

☒ Applicant(s) and any others associated with it/them under § 1.27(a) are a SMALL ENTITY

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**UTILITY PATENT APPLICATION TRANSMITTAL**  
**(Only for new nonprovisional applications under 37 CFR 1.53(b))**

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**7. ALSO ENCLOSED ARE**

- ☐ Preliminary Amendment
  - ☐ Includes "Cross-Reference to Related Applications"
- ☐ A Petition for Extension of Time for the parent application and the required fee are enclosed
- ☐ An Assignment of the invention with the Recordation Cover Sheet and the recordation fee are enclosed
- ☐ This application is owned by pursuant to an Assignment recorded at Reel , Frame
- ☐ Information Disclosure Statement (IDS)/PTO-1449
  - ☐ Copies of IDS Citations
- ☐ Certified copy of Priority Document(s) (*if foreign priority is claimed*)
- ☐ English Translation Document (*if applicable*)
- ☒ Return Receipt Postcard (MPEP 503) (should be specifically itemized).
- ☐ Other


**8. CORRESPONDENCE ADDRESS**

***CHRISTIE, PARKER & HALE, LLP, P.O. BOX 7068, PASADENA, CA 91109-7068***  
**Customer Number: 23363**

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By

  
\_\_\_\_\_  
Frank L. Cire  
Reg. No. 42,419  
626/795-9900

FLC/III

**FEE TRANSMITTAL  
UTILITY PATENT APPLICATION**

**DATE: December 28, 2001**

Docket No. : 42090/FLC/E329  
Inventor(s) : Ruben Hernandez  
Title : METHOD AND APPARATUS FOR IN-STORE MEDIA  
ADVERTISING

Duplicate   

**FEE DETERMINATION**

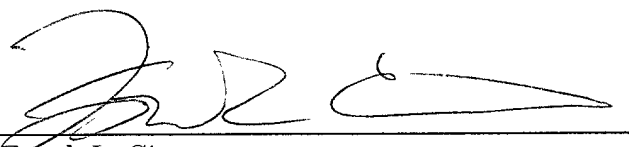
CLAIMS AS FILED					
	NUMBER FILED	NUMBER EXTRA	SMALL ENTITY RATE	LARGE ENTITY RATE	FEE
TOTAL CLAIMS	10 - 20	0	x \$9.00	x \$18.00	
INDEPENDENT CLAIMS	4 - 3	1	1 x \$42.00	x \$84.00	\$42.00
MULTIPLE-DEPENDENT CLAIMS FEE			\$140.00	\$280.00	
BASIC FEE			\$370.00	\$740.00	\$370.00
TOTAL FILING FEE					\$412.00
List Independent Claims: 1, 5, 8, 10					

**METHOD OF PAYMENT**

- ☒ No filing fee enclosed
- ☒ No Deposit Account Authorization.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By   
Frank L. Cire  
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626/795-9900